



ROBERT MILES
EYRE BUS, TOUR & TRAVEL

JOBS ARE BEHIND THE WHEEL WHEN IT COMES TO DRIVING THE ECONOMY

In Howard County nearly 10,000 people are employed in tourism related jobs. Some you recognize by their uniforms – motorcoach drivers, food servers and housekeepers greeting you with a welcoming smile. Many however remain unseen, working behind the scenes in jobs that keep the hotels running, the buses humming and the restaurant kitchens cooking.

The tourism workforce is varied and far-reaching. Without these jobs unemployment rates would skyrocket. And on a more personal note, without these jobs your vacation and leisure time would not be so enjoyable, because these are the people who work twenty-four-seven on nights, weekends, and holidays just so you can play.

Howard County Tourism knows that having fun is serious business. And although we aren't in the driver's seat when it comes to what happens on Wall Street, we do play a big role in keeping the economy rolling down the right road here at home.

Howard County Tourism & Promotion
We know *HAVING FUN IS SERIOUS BUSINESS!*
Call 410-313-1900 today for partnership benefits





IT TAKES MORE THAN A GREEN THUMB TO GROW A FAMILY FARMING BUSINESS

Farming has been a way of life for generations. Many families have planted their roots along with their crops in Howard County soil. Passing from mothers and fathers to their children and on to grandchildren, farming is still a proud tradition here. Yet each new generation is faced with the age-old challenges that come with making a living off the land.

Today, in answer to those challenges, farm families not only grow healthy produce they also work hard to develop enterprising agri-tourism attractions to help pay the bills. Opening up their fields to visitors, hosting family outings, offering environmental educational programs and conducting hands-on agricultural activities is as much in a day's work as plowing the lower forty.

Howard County Tourism knows that having fun is serious business. And while we don't pretend that our job is as difficult as a farmer's, we do work very, very hard when it comes to promoting all the fun activities that not only help our local farms to grow, but also succeed.

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AMY LUTSKO
PATAPSCO VALLEY STATE PARK

Tourism...
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AT THE END OF THE TRAIL LIES THE BEGINNING OF A PROMISE TO LIVE GREEN

On the surface, a family hike in the park is a simple outdoor activity. But never underestimate the magical spell mother nature casts. A butterfly here, a tadpole there, a jack-in-the-pulpit popping up from under the leaves – each creates a new appreciation for the environment.

With over 30,000 acres of parkland to explore in Howard County, visitors can get up close and personal with nature's delicate balance. And when surrounded by teachable moments, the importance of mankind's role as steward of the earth becomes clearer to the thousands of people who visit each year. Who knows, the young park visitor who gains a greater respect for nature today may go on to develop tomorrow's answer to cleaner, less polluting technologies.

Howard County Tourism knows that having fun is serious business. And although we cannot stop global warming, we do get visitors into the parks and on the right paths to discovering a hands-on appreciation for the benefits of greener living.

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MICHELE HEALY
HOWARD BANK

Tourism...
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It!

INVESTING IN A GOOD CAUSE TAKES MORE THAN COLD HARD CASH

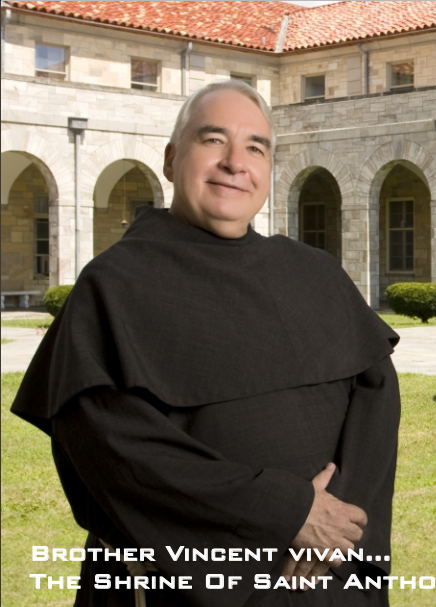
Having fun and giving back go hand-in-hand at Howard County's best events. From the Columbia Triathlon, to the Grand Prix, to April's Cherrybration Days, special events deliver visitors and dollars to both the local economy and local non-profits. But to be successful, event organizers are banking on more than corporate donations.

In addition to cold hard cash, these events also need warm helping hands. With downsized staffs and reduced budgets, having a ready network of volunteers is as good as money in the bank. And a savvy corporate partner who believes that a "hands-on" philosophy of volunteering within the community is a win-win investment, clearly sees the benefit of pitching-in to help.

Howard County Tourism knows that having fun is serious business. And in this case having fun is also about helping others. And although we can't deliver cash, we can deliver the audience, if others deliver the helping hands.

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**BROTHER VINCENT VIVIAN...
THE SHRINE OF SAINT ANTHONY**



BRINGING PEOPLE TOGETHER IS A WAY TO ACHIEVE AN EVEN GREATER GOOD

Since the beginning of time people have made pilgrimages to special places for special reasons. Pilgrimages to gather face-to-face to celebrate, confer and commemorate. And when the call for a gathering goes out across the land, people come from far and wide to attend.

Retreats, business meetings, weddings, and family reunions are among the top reason people travel. Nationally, meetings and events account for 15% of all domestic travel. And when business people, wedding guests, and even the O'Brian clan come together at places like the Shrine of Saint Anthony's they leave behind dollars for the good of the local economy.

Howard County Tourism knows that having fun is serious business. And although our calling is not as great as the friars at the Shrine of Saint Anthony of Padua, the patron saint of travelers, we do help meeting planners find that perfectly divine venue for their next event right here in Howard County.

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